



SETAR, N.V. welcomes Paulus Smits, telecommunications expert as Keynote speaker at their annual business meeting.

The occasion was elegantly realized, as SETAR, N.V., Aruba's telecommunications company welcomed the island's business elite to their second annual business meeting in the Palm Beach Ballroom of the Wyndham Resort, Spa & Casino. This meeting, hosted by Roland Croes, Director of SETAR, N.V. and Suzie Maduro, Sales and Marketing Manager, along with all the SETAR executives had the purpose to inform and enlighten interested parties as to the directions that telecommunications and resulting technologies are being applied on the island.

This year, the Keynote Speaker was Mr. Paulus Smits of Netherlands Telecom Consulting & Support, a "think tank" of telecommunication experts that are advising companies around the world how to best serve their clients.

Mr. Croes opened the meeting with a summary of the enormous advances made this past year by SETAR, N.V. in the field of telecommunications, describing the exponential increase of subscribers and user demand for the latest in technological demands. ADSL subscription is rapidly increasing, and the demands of wireless communication is at an all time high, and SETAR, N.V. is offering now thirty WIFI locations and the latest technology in hand held communication, including very soon the Blackberry, offering direct e-mail connections on the go.

Mr. Croes also outlined the projects planned for the coming year, of which one of the most important is the increase in broadband width communication, so providing faster and more efficient service for their clients. He expressed that telecommunications has become a competitive commodity, and that a company must constantly seek to employ the latest technologies and services to survive in this very competitive market. The number of subscribers to SETAR's broadband services are greater than the total numbers subscribing on the islands surrounding Aruba. He expressed the idea that "SETAR, as a telecommunications company is a partner to the many business of Aruba, striving to provide the necessary service and technology that is needed to succeed in today's competitive markets."

Keynote Speaker, Paulus Smits has over twenty-five years experience in the field of telecommunications, and has acted as a consultant to many companies throughout the Caribbean. He was accompanied to the event by NTC&S Managing Partner Marcel L. van Dam. Mr. Smits pointed out in his address that "for the first hundred years after the telephone was invented, there was no real fundamental change in the technology, except perhaps for a change in color." Only until the early 1990's with the development of mobile communications has the use of the telephone radically changed, and again in the mid-nineties, with the advent of the internet, did we again see a change that affects nearly everyone, everywhere, in every aspect of business and personal communication. Basically, he pointed out that the race for success in the field will go to the swiftest, not only those that provide the latest in hard technology, such as hand held communication, but also in the speed and capability of their connections. "Broadband technology is needed to move forward, and companies are learning that they *must* move forward, as what they had before will not work anymore."

Mr. Smits pointed out that this is a period of "record change", and those established companies that do not change, will be easily left behind by the many new companies "springing up out of nowhere," which are aggressively competing in a highly competitive market. "A T & T is a good example of this," he stated, as the communications conglomerate, which completely dominated the field previously is being nudged out of the forefront by many smaller, energetic companies that are experiencing phenomenal growth. By incorporating the newest technologies to their ever more demanding clients, they are leaving the former communications giant far behind. It is his feeling that SETAR, N.V. is meeting this challenge, and is very "forward thinking" in their plans for how to best serve their subscribers in the future. "As devices become increasingly intelligent, the support they require demands more and more broadband, and SETAR is working to provide this, plus private business and corporate lines," stated Mr. Smits, "for entertainment, business, medical news, whatever society demands, these factors come more and more to dominate our everyday lives. Doing nothing towards advancing your service is the worst thing a company can do."

Mr. Smits kept his remarks brief and to the point, and the evening finished with some lively discussion amongst individuals that represent the island's banks and businesses on every level and for every service. All recognize the necessity of being technologically savvy and equipped, and declared they found the evening informative and enlightening.